

*Ward's***NURSERY, INC.**

POST OFFICE BOX 846 - AVON PARK, FLORIDA

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List of Available Stocks

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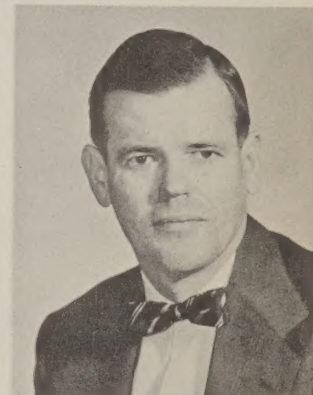
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U. S. Department of Agriculture

Let's Talk Citrus

PRICES AND COSTS IN NEW GROVE PLANTING— And What Each Means To You

If current market prices for fruit decrease, growers become more concerned about the price they pay for young citrus trees, especially if they are planning new grove developments on a fixed budget. Purchasing healthy registered stock in the beginning makes good business sense. Quality stock that is healthy from the start can lessen maintenance costs and assure greater yield in later years of maturity.



G. Franklyn Ward

Some of our prospects question us about our prices compared to some of the other—usually smaller—nurseries operating today. We're quick to point out that our prices for regular budded trees have remained the same for 4 years, despite rising production costs. Our price on registered stock has actually come down! Two years ago we were pricing registered trees at \$2.00 for 5/8" - 3/4", and \$2.20 for 7/8" - 1" caliper. Today our price is a flat \$2.00 for 5/8" and larger caliper on orders of less than 4,000, and \$1.90 for orders over 4,000.

Let's look behind the price. What do you get from WARD'S for your money? First, the tree, of course—our SUPERIOR CITRUS TREE. Grown with the best of care from the finest registered budwood available. These trees have been staked from the time of their first growth. They are grown at a calculated rate—but not forced. They have been fed a balanced fertilizer diet to promote full foliage and root growth. They have been dug and immediately dipped into a water bath and placed in closed sprinkler vans to prevent the roots from drying. They are delivered in these specially built closed vans, still moist and fresh, to your planting site.

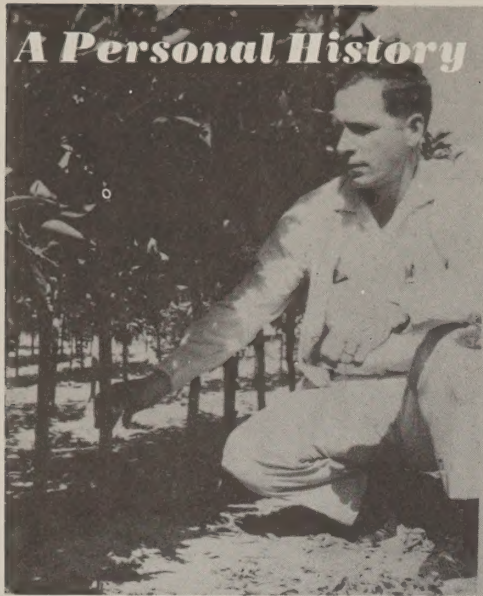
But that's not all. For your money you get WARD SERVICE too. Our Field Representative, with whom you have already conferred regarding your planting, site selection, staking, and the like, is there to check on the planting and make suggestions that will assure you a healthy productive grove. He'll be back the next week and at scheduled intervals until the trees are well established. He is available at any time to answer your questions and to help you in any way he can. Here at WARD'S we don't forget our customers once the trees are delivered and paid for. We take pride in their success and good will.



ADVICE AND SERVICE are always available on citrus problems . . . Here Ward's Field Representative, Larry Sutton, discusses young citrus tree spraying with "Art" Mathias, Production Manager of the Haines City Citrus Growers Association. The Haines City C.G.A. is one of WARD's oldest customers, having purchased its first trees in the early 30's from the then small W. F. Ward Citrus Nursery.

Our expert Field Service is available not only to old customers but to new customers and prospects as well. (Continue reading on page two for more information.)

A Personal History



Larry Sutton

WARD'S MAN ON THE GO!

In 1959 we decided we needed a bit more help so we hired as Production Manager, Larry M. Sutton of Lake Alfred. Sutton is a graduate of Florida Southern College with a major in Citrus Culture and General Science. He and his wife, Margalo, have two children, Debbie and Jeffrey. Larry is a real "Cracker" . . . born in Winter Haven and raised in Polk County where his father, Mr. C. F. Sutton, was a grower and caretaker.



After service in the Army and graduation from college, Larry was employed for several years by the Citrus Experiment Station in Lake Alfred. He served as Production Manager at our nursery for 2-1/2 years and then requested, and was granted, a shift in responsibility to that of Field Representative. He has held that position for over a year now and is annually putting in better than 45,000 miles contacting customers and prospects;

checking on plantings made with WARD trees from West Palm Beach in the south to Oak Hill in the north; and from Sarasota in the west to Fort Pierce in the east.

There's hardly a piece of citrus land that Sutton hasn't set foot on. He's definitely not a "high-pressure" type, but we have found him to be a sincere young man of the highest integrity. We think you will like him too, and urge that you contact us or him if you wish to discuss a planting problem, grove site, or matters of such nature. His home phone is Lake Alfred 372-1257. He's become so popular of late that we have given him a mobile phone as well. This is registered in Avon Park as YJJR-4-45 but has frequencies to allow him to be paged in most of the citrus areas in the state.

Summer Fertilizing

by Larry Sutton, Field Representative

Because Nitrogen and Potassium are rapidly leached from the limited root zone of newly planted trees, fertilizer should probably be applied every six to seven weeks during the growing season of the first year. Needless to say, it should NOT be applied next to the trunk, but should be spread evenly around the tree from just inside the drip line outward.

A good formula is a 6-4-6-4 with minor elements, especially copper. Avoid higher analysis mixtures, at least higher than an 8%, since even a small amount of such mixtures can damage the root system of a young tree. A suggested low rate for the first season on sandy soil would be 1/2 pound of the 6% or 1/4 pound of the 8%.



Last season, due to the prolonged dryness, more symptoms of over fertilization were noted than too little, primarily on the acid, flatwoods soils, which require more copper and liming materials than do most other soils. If long, S-shaped growth appears, followed by gumming and multiple budding, apply copper immediately. Work closely with your fertilizer representative and our own field service regarding these problems.

S-shaped growth

A WORD OF CAUTION: No type of fertilizing material is needed in the planting hole. Frequently, this kind of application (sludge, various manures, etc.) damages the root systems to such an extent that the young tree will either die outright or "stand still" for months. Furthermore, it is questionable whether an organic material as high in Nitrogen as chicken manure is advantageous if applied during the first growing season, because of the danger of over application too near the limited root system.



WHAT ARE WE DOING WITH YOUR MONEY?

SOMETIMES in a light vein our good customers kid us about getting rich off of them. We must admit that we're in the game for profit — and who isn't? And we admit too that the profits have been good for several years. But there are more in our nursery family than just the two Ward households. We believe that our employees should share in our good fortune, so we have initiated health insurance and profit-sharing plans for our employees.

Also, through the William F. Ward Foundation we have set up scholarships for deserving agriculture students at the University of Florida and Florida Southern College. And we have our pet charities too, chief of which is the Ridge Area Day School for Retarded Children.

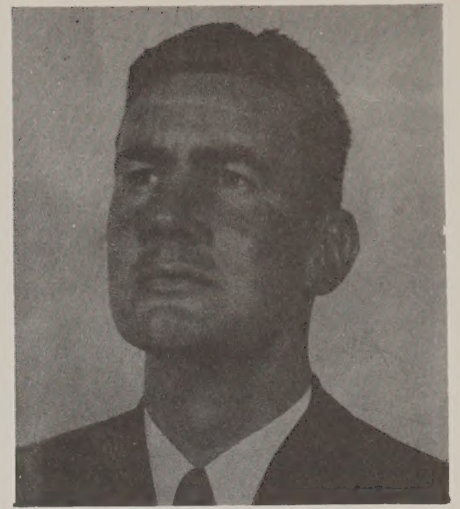
Yes, your money is putting steak on our menu once a week, but it is also helping a child learn how to help himself. And, while we are at it, may we recommend that the local association for Retarded Children in your community could use your aid. If you're not sure how to get in touch with them, contact us and we'll gladly send you the address of your local association.

*An Expert Gives You The Answer
To a Common Question*

Why a Registered Nursery Tree?

by
Don Bridges

Citrus Budwood Registration Office
Division of Plant Industry, State of Florida



Almost 350 conscientious and progressive citrus nurserymen, producing more than a million trees per year, voluntarily co-operate with the Florida Citrus Budwood Registration Program to make available to you, the Florida citrus growers, the BEST NURSERY TREES GROWN.

This is possible only through the co-ordinated efforts of an alert nursery industry, dedicated workers in our technical agricultural services and your Citrus Budwood Registration Program.

The story of a "Registered Nursery Tree" begins with the careful selection of a mature tree as a potential bud source. Only outstanding trees are considered and those judged for health, vigor, productiveness, and desirable fruit characteristics. Those chosen are subjected to careful long-term indexing for virus diseases that are generally not apparent in field examinations.

Up to EIGHT years are required to REGISTER parent trees for freedom from psorosis, xyloporosis and exocortis virus diseases. Tristeza, which affects trees budded on sour orange, grapefruit, and some hybrid rootstocks, is

also considered, and only trees free of this virus are accepted for testing, but no registration can be made for a virus spread by insects.

Even though use of registered trees offers the best chance for obtaining virus-free trees, the wise buyer will realize that tristeza infection may occur at any time, and will therefore consider carefully before making a rootstock choice for his grove.

Your Citrus Nurseryman is a specialist, and his business thrives on satisfied customers. Ask for his advice.

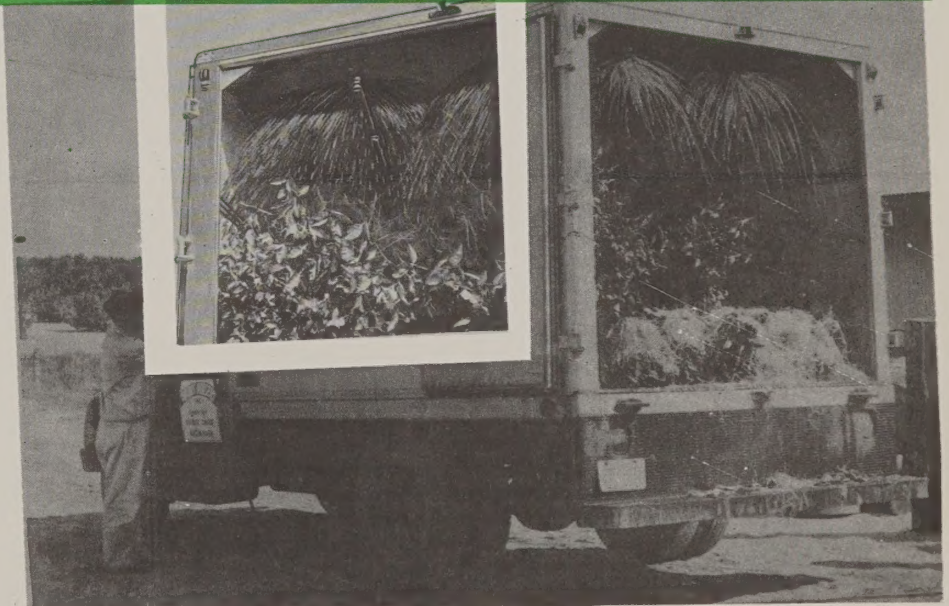
CONSTANT RESEARCH AND DEVELOPMENT OF NEW EQUIPMENT FOR HANDLING NURSERY STOCK PROVES A VITAL ASSET IN ASSURING DELIVERY OF TOP QUALITY YOUNG CITRUS TREES—FROM THE NURSERY TO THE PLANTING SITE.

CLOSED VANS PROVE BEST FOR DELIVERY OF YOUNG CITRUS TREES



Until recently it was a problem to keep the roots of young citrus trees from drying out during the period of time between digging at the nursery and planting at the customer's site. Last year we developed a "tree bathtub", which is hung on the rear of the truck receiving the trees in the field. As the trees are gently lifted from the ground, they are immediately dipped into the water bath and then placed, dripping wet, into the truck.

This past spring we experimented with and developed a



closed van for delivery and found it so satisfactory that we now have two closed vans and are ordering a third for our winter deliveries. Our vans are unique because we have installed sprinkler heads in the interior. After the trees are loaded, the sprinklers are turned on and the trees thoroughly soaked for several minutes. This procedure is repeated at intervals while in transit until the trees are delivered to the planting site, still as fresh, moist and healthy as when they were dug from the nursery field.



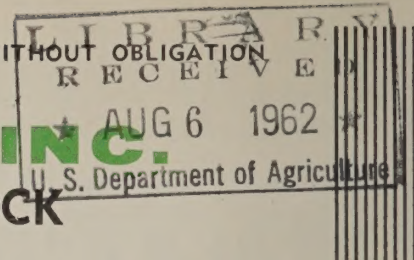
Ward's

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NURSERY, INC.

AVAILABLE CITRUS NURSERY STOCK

FALL-WINTER 1962 DELIVERY



ROUGH LEMON	CLEOPATRA	SWEET SEEDLING OR.	SOUR ORANGE
✓ Hamlin	Hamlin	Hamlin	Hamlin
✓ Pineapple*			Pineapple
Queen	Pineapple*	Pineapple	Valencia
✓ Valencia*	Temple*	Valencia	Temple
✓ Temple			Orlando
✓ Orlando	Orlando*	Temple	✓ Minneola
✓ Dancy Tangerine	Robinson Tangerine*	Orlando	Dancy Tangerine
Robinson Tangerine*			Robinson Tangerine*
✓ Duncan Grapefruit	✓ Meyer Lemon	✓ Robinson Tangerine*	Osceola Tangerine*
✓ Marsh Grapefruit	✓ Nagami Kumquat	✓ Lee Tangerine*	Duncan Grapefruit
✓ Thompson Grapefruit			Marsh Grapefruit
✓ Red Grapefruit	✓ Calamondin	Murcott	Thompson Grapefruit
			Red Grapefruit

Most trees available in either psorosis-free or registered psorosis-free and xyloporosis-free stock.

(*—Available in Limited Supply)

NEXT ISSUE:

HOW TO PREPARE FOR WINTER PROTECTION
MEET OUR PERSONNEL • PREPARATION NEW GROVE SITES
THE ADVANTAGES OF EARLY FALL PLANTING

See you then.—Ed.